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Election Preparation Series

Publicity

HOW TO GET IT AND WHAT TO AVOID

Publicity is the salt of life to a Parliamentary candidate. Get it he must, or perish as a candidate, and when he gets it often it is as salt rubbed in the wounds made by his enemies. Publicity makes; and it can kill.

The Art of it.

Books could be written upon this subject, and the compass of these articles is therefore all too small to do it justice. Our readers cannot possibly get here all that they should read and learn about Publicity. The word embraces not one Art — the obvious one—but several Arts and minor Sciences, too. The art is ancient—surely Alexander had his advertisers, hence his easy victories—yet Modernity itself hardly scorns, when vaunting the latest, to smile upon the Art and Practice of Publicity.

So “the latest seed of Time, new men, . . . , not only we,” but everybody who wants the public eye must study this subject (wasn't Godiva an original advertiser? Her fame never fades).

Now the Parliamentary candidate, and inter alia, his Party, who eschews the Arts of Publicity and relies, or pretends to rely, on propaganda and “conversion,” simply don't understand propaganda, or certainly how “to get it over.”

So let us study the implications of this subject for ourselves. One of the

minor studies for a publicist surely would be the psychology of the crowd. We simply cannot touch upon it here, and we must assume that our readers understand the herd instinct and the promptings and weaknesses of mankind which subordinate the individual mind and makes him a fit subject for our Publicity endeavours.

If any reader does not travel with us so far, he must believe us when we say that every individual, more or less, is impressionable, and is susceptible to influences we may call into play even when immune against our arguments.

Not all, by no means all, the artificial influences which affect humans are available to us. But some are, and the skilled Publicity man knows how to tune in to get the desired response. That's our study to-day,

Publicity for the Candidate.

So to business, and to reduce all these meanderings to mundane methods. For the time being we want to talk of general publicity for our candidate or cause as distinct from specific advertising of specific events.

Once a person is announced as a Labour candidate, the first thing, apart from “getting over” the Socialist policy (and we shall come to that) is to get the candidate's name, and personality, as widely known as possible. It is foolish to leave this till the election.

Every opportunity for press publicity should be availed of. This publicity is cheapest of all and most effective. Yet we know County Divisions where local newspapers have never even mentioned the Labour candidate till the election. It is the business of the Party and its organisers to boost a selection widely and to break down such barriers as local press hostility or indifference. A candidate can command attention, and there are ways of getting it.

Now a mental picture of the candidate is far superior to any parrot repetition of a name. A weighty name, a slogan, or a name well blazoned all help, but the mind picture is a still more powerful aid.

Impress the Person.

Press photos, illustrated letter heads, handbills, and even posters, are some of the methods used to impress the person on the mind. A new candidate wants lots of this. It was an original idea in one place to put two pavement artists on the job and for a time the idea helped to popularise.

Beware of photos which flatter too much. We once had a candidate who asked us to use a photo that notoriously belonged to the heyday of Edwardian times. It was bad publicity. When 60 tries to look 30, the wrong reactions are aroused.

There is also the question of the candidate with an unfortunate face or figure, or other physical drawback. Fortunately many such people have another appeal, and it is an axiom never to advertise that which repels; the effect is worse than to mislead. To make no bones about it, it is a candidate's duty to please. It is his place to minimise his own deficiencies, physical and mental, and it is surprising how improvement can be effected.

No candidate should be neglectful of his appearance, which doesn't mean that we want tailors' dummies. We recollect on one occasion refusing to allow a certain candidate to wear a greasy hat and old overcoat any longer! He bought a new hat, two sizes too small, and a reach-me-down overcoat too tight round the roundabouts. The effect was laughable. Nor was — a beauty. So we extolled his many other virtues and lost the election with a good grace.

Modern taste is all for movement,

COMING ARTICLES IN OUR ELECTION PREPARATION SERIES

- ❑ Number sheets and how to use them.
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- ❑ Illegal practices from a practical angle.
- ❑ Polling day hints.
- ❑ Election Accounts: how to keep them, etc., etc.

for action. The posed photo is all right in its place, but get your candidate doing something — not, by-the-way, looking at something. There is a subtle suggestion about action, and curiosity plays a part. The result is the mind picture which one wants.

Having done so much to give the candidate a chance to be known by name, and pictorially, let it now be remembered that public memory is short, very, very short. A few months' neglect of further steps and all effort has been wasted.

There is only one way to deal with this matter and that is for the candidate to be kept constantly in the public eye. There must now be continued mention of the name, repeated photos, and action.

An expert agent knows how to wangle his candidate into the lime-light. The agent does the pushing and

shoving; but this article is written also for the Divisions without agents, and for the too sensitive candidate who cannot offer his charms in the market.

Even the most modest candidate, however, can write to the papers. Happier still if he will accept non-political invitations. If these are humble at first, such as the little mission-room tea-fight, the bigger ones come later.

Action Brings Publicity.

Rotary clubs, P.S.A.'s, public and semi-public functions of various kinds help publicity. They break down barriers, foster friendships, and emphasise that Socialism is for all, not for a class only. But they must be advertised and reported if full value is expected.

The candidate will necessarily centre his greatest activities on his own and kindred organisations. He should show interest in his Party progress, in its subsidiary organisations and in all their doings; and it is up to the locals to reciprocate by advertising him on all occasions, and by supplying press reports.

It is, of course, not alone for Publicity ends that these things are done or that the candidate shows interest in workers' education, the local N.C.L.C., the Co-op., the Trades Unions and Friendly Societies; in short, all workers' organisations. All this is part of his policy, but the point here is these activities need not all be hidden under a bushel.

If a Trade Union wants the candidate, it should specially circularise for its meeting or take other steps to get a good attendance. Sometimes a press report is possible, but at least a good minute of the meeting should be prompted, for the edification of the next meeting. Possibly a note in the Union magazine is obtainable. Publicity should not be despised because it seems small; that odd mention may awaken an interested absentee.

Publicity during the Election Campaign will wait for a later article, but we can usefully discuss here what to avoid, bearing in mind the pitfall we have already mentioned.

"Mr. Neys to reply to Mr. Hayes"; how often have we seen a similar caption. And Mr. Neys fondly imagines that is Publicity. On the

contrary, we think Hayes has it. The counter-shock may carry the one who replies a little way, and rally his supporters, but the ground made in the first instance by the attacker, plus the value of the second advertisement and the sympathy due to him, means that on balance the attacker scores, other things being equal.

We are aware the above is a newspaper folly, but where it can be avoided, don't advertise that one is on the defensive.

Shout from the housetops when one attacks, but always in doing so avoid, not personalities alone, as is so often advised, but avoid advertising the individual. Men are made by attack, so let that thought temper the tactics.

Avoid These Things.

It is also bad Publicity to cultivate affectations. An ill-educated candidate had better drop his aitches altogether than put them where "i's" ought to be dotted. And a rich or cultured candidate needn't affect poverty or corduroys. "Tom" Mosley and an ancient Ford car in the daytime, with a big one and "The Grand" at night was a case in point. But some University young men seem to have a fancy that dirt and grease will help them to woo Democracy. We hope they see this.

Answering questions at length in the presence of the pressmen of hostile papers is another thing to be avoided. The heckler will get the publicity and the speech will go unreported.

It goes without saying that internal Party differences should never be given the chance of publicity. Nor should different points of view expressed upon the platform be emphasised at that meeting—certainly they should not be taken up by the candidate. If so, the Press will give Publicity all right to our considerable injury. These points should be settled at Party meetings.

Finally, it is bad Publicity to draw a Parliamentary candidate into a Municipal squabble. Divisions on such matters do not always run along Party lines, and the candidate's interference in most cases means loss of votes.

[These articles will be continued].

"ADVANCE"

The new "Advance," under Party auspices as from the July issue, simply shouts its title and its call to Youth. Whoever first thought of that title was a genius. No better class-call could be named.

"Advance" is modern in get-up, which means big headlines and splashing illustrations, and, of course, a special pull in consequence on the class it caters for. We fervently hope the 100,000 objective, to which star the promoters have hitched their waggon, will pull them on to things bigger and bigger until Britain's Youth is indeed awakened to the hope and aims of Socialism.



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Some Notes & Notions

The latest circulation certificate of the *Daily Express*—2,743,000. And yet many "Labour" folk are not loyal to their own paper! If that extra three-quarters of a million bought the *Daily Herald* instead, don't you think, dear reader, it would make some difference to Labour's prospects and present power? The *Daily Express* has put on a million circulation since the last election. It could not have done so if Labour men and women had done their duty. Begin tomorrow, comrades, on the obvious thing to bring over public opinion to the Socialist side.

Readers interested in proportional representation may like to know that the N.U.C., who adopt this system for

their Union elections, recently found it necessary to take twelve counts for the election of two auditors, eleven counts for the election of two women delegates, seven counts to elect a delegate to the Women's Conference, and ten counts to elect three delegates to the T.U.C. How happy the defeated ones must feel. But in other spheres certain candidates would have a heart attack before it was all over.

No. 3 of "The Sowerby Clarion," organ of the Sowerby Division Federation of Labour Leagues of Youth, has reached us. Youth's performance in the journalistic field, and its courage and enterprise too, has surprised some of the elders more than once. This 8-page printed quarto will surprise them too, for it is no amateurish effusion. It is wrong, too, to say it has promise: performance is the better word, for the writers are accomplished, interesting and original. University friends must look to their laurels when L. of Y. do these sort of things. The editors are Nora Walton and John Calvert. We shall hear more of them and of the band of five or six other writers who share the honours.

Congratulations and welcome to the "Bradford Citizen," official organ of the City of Bradford L.P., which began publication in June. It is wonderfully cheering to see the gradual increase in local Labour papers, and more than ever so when they rise like a new Phoenix as in Bradford, and are evidence of revival from a long period of depression. The editing, too, is well done and the paper is happily varied and with a good advertisement content. Congratulations to our friend, Mr. W. V. Titherington, late of Nuneaton, who marks progress in this way.

Sowerby D.L.P. (Secretary, Mr. John Calvert, Weavers' Institute, Todmorden, Lancs.) has recently issued a tasteful little blotter, 8in. x 3¾in. which contains on the upper (card) side a photo and message from the Parliamentary candidate. Readers may wish to copy this idea and are informed that 12,000 of these cards were printed at a cost of £8 8s., or including two sets of blocks, £9 10s. 4d. The job is a good one and the publicity idea is sound. The printers, who are 100 per cent. T.U., were Bentley & Sons, Albion Works, Todmorden.



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To the New Secretary

This article has, by special request, been re-printed and revised.

OLD SECRETARIES

—READ UP!

Dear Colleague,—

We understand you have just been elected as Secretary to your Party. Here, then, is a warm welcome to the ranks of Labour officers, and best wishes for a successful year of office.

You are now a Marshal of the Movement, and these notes are penned to guide you in the task you have undertaken, and in the sure knowledge that if you follow the advice given you will avoid many pitfalls and fulfil your term of office with profit to the Party and credit to yourself.

Notifications.

Notify your appointment immediately to everyone with whom your Party has connections. Especially remember the Head Office, the Regional Organiser, your Federation, other Parties around, and the Trade Unions.

The Late Secretary.

You should interview the late Secretary immediately and secure from him the papers, records and properties of the Party. Arrange to have sent to you any correspondence which may in future be inadvertently sent to the old Secretary.

Party Affairs.

If not thoroughly familiar with the history and doings of your Party in the past, it is advisable to read up the Minutes. You should endeavour to make yourself thoroughly familiar with the affairs of the Party, and in particular to get the correct hang of any recent decisions or work in which the Party is engaged.

Party Relationships.

If yours is a Divisional Party, you will have many relationships with the Head Office, with affiliated organisations, and possibly with a County Federation of Labour Parties. If yours is a Local Labour Party your principal relationships will be with the Divisional Party, to whom your

Party is subordinate. You will, however, also have relationships and correspondence with the Head Office. Many of the following hints are worth studying in all these connections.

Party Rules.

It is important to possess yourself at once of a copy of your Party rules and to study them carefully. If you find the rules are not up to date or unsatisfactory in any other respect (they may even be non-existent) make a note of this matter to bring before your Party.

Consultation.

The new Secretary will generally derive benefit from an early consultation with the District Organiser of the Party. First get the hang of matters, as advised above, and then write the District Organiser for an early interview.

Membership Cards.

Party membership cards are only supplied to and through Divisional Labour Parties. No person is an individual member of the Party who does not possess a national card. A new Divisional Secretary should immediately ascertain that sufficient cards have been obtained from Head Office for the immediate and future use of the Party. It is folly to under-order, as unused cards may be returned.

The D.L.P. Secretary has the task of distributing cards throughout the Division. Don't be content with ascertaining the needs of each Party early in the year, but circularise Local Parties three or four times during the year as to further requirements.

Local Labour Parties receive their cards through the D.L.P. Be sure to get sufficient cards. The manner in which payment is made for the cards to the D.L.P. and arrangements respecting them, vary in different Divisions. Note that Men's and Women's cards are of different print and colours,

and this should be borne in mind when ordering.

Books of Account.

No books of account are supplied by the Labour Party for the use of Local Parties, but Collectors' Books for the use of Membership Contribution collectors are sold by the Party at 1d. each.

In most Parties all monies are handed to the Treasurer and all payments are made by him. It is this officer, therefore, who is mostly concerned with books of account. Should any money pass through your hands a cash book, at least, will be necessary. The greatest care should be taken that your accounts are always up to date and in order.

Correspondence.

The bulk of relevant correspondence received by Local Party Secretaries consists of circulars from the Head Office, apart from what may be called departmental correspondence between the local secretary and other secretaries and members in the same division.

It is important to carefully read all Head Office circulars, for they may contain matters of considerable importance. It is sometimes necessary at meetings for you to give the gist of correspondence, and it is therefore all the more necessary to read each item. Not all correspondence will come up under the heading of "Correspondence," and some items will require to be placed as special items on the agenda. Do not trouble your Party by reading letters of minor importance sent you as Secretary, but at the same time guard against failure to acquaint your Party of any important matters on which you have received communications.

Filing Correspondence.

The affairs of Parties differ so widely that no general rule can be laid down as to how correspondence should be filed. The Secretary is expected always to be able to lay his hands on correspondence relating to certain subjects, and some system of filing correspondence is therefore necessary. The simplest system is to procure a few folders and label them as to subjects. Such folders will not take up a great deal of room, and may be conveniently carried to meetings as may be required.

Party Literature.

It is hoped that your Party has a Literature Secretary in addition to yourself. If not, send to the Labour Party for a list of recent publications. Every Party should possess a stock of up-to-date literature, and if you have been handed over a lot of out-of-date stuff it would be better in the long run to give this away and to order new stock.

Pamphlets will always sell readily at Party meetings, apart from opportunities at public meetings. Stocks can be obtained on sale or return if ordered with reason, but cash purchases give more satisfaction all round. A little profit soon accumulates. The "kitty" so formed is best devoted to the purchase of leaflets for free distribution. Address communications to the Publications Department, The Labour Party. A subscription of 5/- a year will entitle you to receive a copy of each new pamphlet, leaflet, poster and Party report published by the Party.

Speakers.

Unless a Propaganda Secretary has been appointed by the Party, it is through you that speakers will be booked. Parties are often at a loose end for a speaker because booking is left to the last minute, and there is insufficient planning ahead. If a "big" speaker is required it is better to write in ample time to the Propaganda Officer, The Labour Party, giving full particulars as to date, probable size of meeting, willingness to pay expenses, and, if practicable, the possibilities of sharing the latter with a neighbouring Party. A little co-operation with a neighbour or with another Party in your Division may result in a speaker being booked for a tour instead of a single meeting.

It will be helpful if you can, in time, collect the names and addresses of suitable speakers within a reasonable radius of your town. Train your Party not to look so much towards the few speakers as to rely on good meetings with lesser (and sometimes more effective) lights.

Speakers' Notes.

You may not be aware that the Labour Party publish Weekly Notes for Speakers at an annual subscription of 10s. or 2s. 6d. a quarter. These notes are valuable for local speakers.

Head Office Arrangements.

When writing to Head Office always quote the official reference number of your Party. Have this reference number printed on your note paper. (Envelopes from Head Office always bear your number.) Communications on secretarial matters such as those dealing with affiliations, Party annual conference, magistracy, etc., should be addressed to the Secretary. Matters dealing with Party organisation should be addressed to Mr. G. R. Shepherd, National Agent. Orders for publications should go to the Publications Department. Questions concerning Women's Organisation should be addressed to Miss Mary Sutherland, and questions concerning the League of Youth to Mr. John Huddleston, Youth Officer.

Elections.

You will find "Conduct of Local Elections," published at 1/-, post free, by the Labour Party, a useful and practical help.

Voting Records.

The voting record of the Member for your constituency may be obtained from the Head Office of the Labour Party. This is sometimes very valuable. Enquire for charges.

The "Labour Organiser."

Neither you nor your Executive can afford to do without the hints and information given each month in the "Labour Organiser." This is the only journal in the Movement dealing exclusively with political organisation.

"Party Organisation."

The Labour Party publish a useful booklet entitled "Party Organisation" which is priced at 7d. post free. This booklet gives you a bird's-eye view of the whole gamut of Labour Party organisation, and explains the working of all departments of your Party.

Scheme of Study.

The Party provides a Training Service for Party officials in the form of Study Courses on Elections and organisation. You can get a prospectus from the Registrar of Study Courses, Transport House.

Finally.

Take your duties seriously. Seek advice from the Party officers which is always readily given, and let it be your aim to increase by every means at your disposal the activities and power of your Party during your term of office.

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The General Election Register IS in Preparation

Some Questions Asked and Answered

QUESTION.—Can we claim for some residents in caravans in this village? These are good Labour votes.

ANSWER. Caravans have been held not to be "premises" within the meaning of the Act. We believe this view to be sound, and a movable house on wheels does not fulfil the requirements. In some areas caravan dwellers of the "better" (sic) sort have slipped through by giving the nearby house as their residence. However, some "caravans" are definitely **not** removable and are attached to ground fixtures. All such, we think, are "premises" which could qualify; and certainly they can be rated, though that of itself is no evidence of permanency. There are numbers of border-line cases.

QUESTION.—A voter here has been on the absent voters' list for umpteen years, having been "put on" when a school inspector. He is now retired. Why should he have the privilege of voting by post and not others? Can I get him "off"?

ANSWER.—We think so, but we'll give no guarantees. Rule 10 says:

Where the name of any person has been placed on the Absent Voters' List, in pursuance of a claim in that behalf by reason that the nature of his occupation, service or employment was such that he might be debarred from voting at a poll, his name shall be placed on the Absent Voters' List for each subsequent register, so long as he continues to be registered for the same qualifying premises, and the Registration Officer is satisfied that he

continues in such occupation, service or employment as aforesaid, unless he gives notice in writing to the Registration Officer that he does not wish his name to be placed on the list. (The black type is ours.)

Note the possibility of satisfying the Registration Officer that this voter is **not** continuing in the same occupation as when put on the lists. Personally we should chance an objection on the matter, if, of course, the deprivation of this privilege seems worth while.

QUESTION.—My son voted at the recent by-election, although I am informed he should not have done and ought not to have been registered. I put his name on the form last year as entitled to be registered, thinking I was right in doing so as his birthday came before the new register was out. It comes on November 1st. Can my son get into trouble for voting, or can I get into trouble for putting his name down, which I am now informed was incorrect?

ANSWER.—Our friend was undoubtedly wrong in placing his son's name forward for a vote.

A penalty is prescribed for making a false declaration, though as that declaration was apparently made in ignorance, no prosecution was likely, even if the facts were discovered at the time. Further, as no limitation of time for prosecution is laid down in the R.P. Act, Section 11 of the Summary Jurisdiction Act, 1848, comes into operation, and there the limitation is set at six months.

As to the son's case, although registered improperly in the first instance,

the register is conclusive as to a person's right to vote, and being registered he could vote without peril. This, however, does not apply to persons disqualified and **forbidden** to vote. Infants, i.e., **persons under 21** years of age come in this category, and although registered **must not vote**.

QUESTION.—Can I have a vote in L—? I own a shop there, also a "shoot" and three graves. Surely I'm in luck one way or other?

ANSWER.—Sorry, sir, impossible. Ownership confers no right to vote—only to help govern the voters, i.e., to be elected to the Town Council, or something. Dashed, daffy thing, isn't it? Typical of class legislation?

And that "shoot" is no good at all even for that purpose. Now if you occupied the shop—or one of the graves—for "business purposes," we might permit you a vote. Try and bear up.

QUESTION.—I've got a vote for our Party rooms, though I had a lovely scrap last year with the Tory agent to get it. Now I hear I am to be opposed because the Party

balance sheet shows an item of rent. I don't know who "blew the gaff," but am I entitled to answer all the Tory agent's quizzing questions?

ANSWER.—Looks as if you've got something to hide, brother. You're no more the tenant than we are, but you don't want the Tory agent to tell the R.O. "I told you so, last year!"

Still, the Party balance sheet is no evidence of occupation, nor should you be examined in reference to it. It is not compulsory to answer anyone but the R.O. or his representatives. A political agent's rights at Revision Courts are limited to the right to be heard, so you may ignore last year's opponent, rather than have another "dust up."

A person's tenancy is not invalid because a third party refunds the rent, but the real question here is "do you **occupy** as tenant?" If you are only one of the mob, and other people use the rooms equally, or preferentially to yourself, as may be, then your "occupation" is very thin. A Party Secretary having exclusive use of an office and renting in his name has a better case.

AND SOME Registration Problems

Problem. A had resided in premises in B constituency for six months prior to the end of the qualifying period. He removed to C Division (adjoining) on 30th May, but did not give up possession until June 1st. Is he not entitled to be registered in B, having "occupied" on June 1st, and also in C as a successive voter?

Answer. Let us have it clear that the Parliamentary vote depends on residence (or business premises) and the L.G. vote depends on occupation.

As A removed his furniture on May 30th he could hardly be said to have had even a constructive residence in B Division. His opportunity to sleep, or to reside, went with his goods and chattels.

We do not think that the occupation on June 1st, when presumably the key was given up, was effective. To hold a key is not to occupy.

Had the removal taken place on June 1st we submit the claim in B Division might be good, for the law does not recognise part of a day. Not too much reliance ought, however, to be placed on this fact, as the question of fact is one to be decided by the R.O. and on appeal by the C.C. judge. We should be glad of some qualified reader's confirmation on this point.

Problem. X has a son who for some months hung about the village, keeping away from home and "sleeping rough." For two months prior to June 1st and on that date the son, who

apparently has turned over a new leaf, lived at home. He is believed never to have left the neighbourhood and to have slept therein the whole time. Is he qualified?

Answer. We are afraid that "sleeping rough," even around the village is not the form of residence prescribed by the Act; and that unaccounted-for month is fatal. The Act requires that a person must be "residing in premises," and not only on the last day of the qualifying period, but for three months previously. This prodigal son gets no favour under the Franchise laws!

Problem. W. is a travelling draper who constantly carries samples in his car (and is suitably licensed and insured for commercial purposes). On March 25th he gave up his house for which he had formerly been qualified, to take lodgings (furnished) in another Division, the while a new house was completed. At the latter place the building of the garage was hurried forward and W. moved his car directly into same on March 25th and has since used it as his store-room. He has not been rated, but expects shortly to be, and he has had no real right to use the garage until his "completion" with the mortgagees. Could he not claim to have occupied the place and so be entitled to his vote?

Answer. In this case we should like the rating authorities to hurry up with their assessment, because from this one could get their idea of the annual value of that garage. The residence qualification having gone by the board, a mere occupational claim would be for the L.G. vote only. But, we submit, the garage was occupied for business purposes, carrying both the Parliamentary and L.G. registration, and if the value is there, a perfectly good claim arises. It is extraneous that the garage was not rated, and that the occupation was by courtesy of the builder, makes no difference either, provided, of course, it was continuous and effective. One would imagine that the garage would be (it must, of course, be) of the "yearly value" of £10, i.e., it would let at that—most house garages would.

TO NEW SECRETARIES.—Please file article on page 134 for future reference.

ADDITIONAL CANDIDATES

CANDIDATES ENDORSED BY N.E.C.

22nd JUNE, 1938

CHESHIRE: Stalybridge and Hyde. — Rev. Gordon Lang, Wyecliffe, Chepstow, Mon. Chester.—Mr. W. R. Foulkes.

ESSEX: Ilford.—Mr. James Ranger, 85, High Road, Buckhurst Hill, Essex.

HUNTS.: Huntingdon. — Mr. James Lunnon, Beacon Lodge, Edlesborough, Dunstable, Beds.

KENT: Tonbridge.—Mr. R. G. Bowyer, "Newbury," 64, Norwood Avenue, Romford, Essex.

LONDON: East Islington.—Dr. H. C. Boyde, 85, Freemason's Road, E.16. East Lewisham.—Mr. Tom Crawford, High Pines, Waterlow Road, Reigate, Surrey.

NORTHANTS.: Daventry. — Mr. Paul Williams, 148, West Hill, S.W.15.

STAFFS.: Walsall.—Mr. George Jeger, 79, New North Road, N.1.

SURREY: Richmond. — Mr. R. H. T. Whitty, 11, Chisholm Road, Richmond, Surrey.

WARWICKS.: Birmingham (Aston). — Dr. Samuel Segal, 222, Walm Lane, Shoot-up-Hill, N.W.2.

SCOTLAND.

STIRLINGSHIRE: West.—Mr. A. Balfour, 12, Union Grove, Aberdeen, N.B.

CANDIDATURE ENDORSED BY N.E.C.

25th MAY, 1938

GLAM.: Cardiff Central. — Mr. J. Ramage, 17, Guildford Street, W.C.1.

CANDIDATURES WITHDRAWN

CUMB.: Whitehaven. — Mr. Frank Anderson (candidature only).

ESSEX: Epping.—Mr. James Ranger.

NORFOLK: Yarmouth.—Dr. John Lewis.

DELETION

SUSSEX: Lewes.—Mr. F. W. Black (previously included in error).

WE INVITE the co-operation of readers in increasing the circulation of the "Labour Organiser." What will YOU do? Does your Party order, and are all the Ward officers supplied?

LABOUR PARTY DIRECTORY OF DIVISIONAL SECRETARIES

MONTHLY LIST OF CORRECTIONS AND ALTERED ADDRESSES

<i>Index No.</i>	<i>Description</i>	<i>Name of Organisation</i>	<i>Present Secretary and Address</i>
C37	CD	Belper D.L.P.	Mr. W. H. HARRISON, Labour Hall, Bowling Alley, Belper, Derbyshire.
F45	SB	Exeter L.P.	The SECRETARY, 31, Catherine Street, Exeter, Devon.
A76	CD	Spennymoor D.L.P.	Ald. M. REED, J.P., 43, New Row, Oakenshaw, Willington, Co. Durham.
D113	CD	Aldershot D.L.P.	Dr. S. HOLLINGDALE, "Theane," Frimley Green Road, Frimley, Aldershot, Hants.
G126	CD	Hunts. D.L.P.	Mr. W. KENDRICK, 172, High Street, Old Fletton, Peterborough.
B159	BD	Fairfield D.L.P.	Mr. C. J. OWEN, 76, Sunbeam Road, Liverpool, 13.
B185	SB	Southport T.C. & L.P.	Mr. R. LEADBETTER, 105, Sefton Street, Southport, Lancs.
B205	CD	Widnes D.L.P.	Mr. H. C. HILL, 72, Norlands Lane, Widnes, Lancs.
D331	SB	Oxford City L.P.	Mr. H. H. PRICKETT, Central Labour Party Offices, 46, Cowley Road, Oxford.
C398	BD	Moseley D.L.P.	Mr. J. WOOD, 33, Woodstock Road, Birmingham, 13.
A420	BD	Bradford Central D.L.P.	Mr. E. HARRISON, 47, Sewell Road Bradford.
H477	CD	Cardiganshire D.L.P.	Mr. A. T. GRINDLEY, 8, South Marine Terrace, Aberystwyth, Cardigans.
H485	BD	Cardiff Central D.L.P.	Mr. P. McLEOD, 19, Llanbleddian Gardens, Cardiff, Glam.
J566	CD	North Midlothian D.L.P.	Mr. S. J. SMITH, 126, Gibraltar Gardens, Dalkeith, Midlothian

CORRECTIONS TO ANNUAL REPORT ALREADY PUBLISHED

December issue :—2, 5, 15, 26, 33, 38, 47, 53, 62, 127, 140, 159, 167, 231, 232, 239/41, 245, 249, 258, 262, 268, 294, 299, 303, 331, 378, 390, 394, 396, 423, 446, 476, 480, 481, 540.


January issue :—5, 9, 22, 45, 65, 263/5, 280, 305, 372, 375, 413, 440, 470.

February issue :—16, 26, 46, 53, 65, 89, 124, 127, 167, 175, 178, 258/9, 263, 274/8, 293, 299, 306, 352, 413, 487, 538.

March issue :—3, 9, 44, 70, 118, 143, 155, 160, 162, 171, 213, 224/5, 242/3, 278, 300, 340, 346, 378, 388, 403, 404, 420/3, 422, 423, 437/8, 450, 484, 511, 530, 575.

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May Issue :—3, 12, 17, 37, 50, 60, 70, 76, 80/81, 87, 116, 126, 138, 140, 141, 142, 152, 166, 174, 187, 222/3, 224/5, 232, 239/41, 243, 245, 258/9, 258, 263/5, 265, 267, 267/9, 277, 290, 293, 297, 307, 313, 322, 350, 368, 372, 383, 403, 426, 427/30, 428, 440, 445, 471, 476, 486, 551, 570.



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JACK CUTTER

DOES A SALES TALK

This month, by way of a change, we indulge in a sales talk.

We begin with a conversation piece. The secretary of a Labour Party in a municipal borough is doing the talking. Sezee: "Yes, we had record sales of 'Your Britain,' No. 1 and No. 2. Went well at meetings and our door-to-door sales were great. These 'Your Britains' are the best thing the Party ever did in the printed propaganda line. They've got the Tory monthly picture paper beaten to a frazzle.

"No, we haven't ordered any of No. 3. Seems to be all agricultural stuff. Go down well in the backward areas, I should think, but no good here in this division. Factory workers are not interested in the land question."

Second conversation piece the next evening. The Literature Secretary of a County Division is telling me about "Your Britain" sales:

"We did very well with Nos. 1 and 2, but No. 3 is the best yet. We are ordering another big batch and pushing them for all we are worth. They should go well in the towns, too, especially just now when people are thinking about food production."

Take the last sentence of each of these conversations. They are contradictory and cannot both be right. I claim that the town secretary is wrong and the country secretary right.

The town secretary admits that previous issues sold well from door-to-door. His only "evidence" that No. 3 will not sell equally well is his own airy assumption that "factory workers are not interested in the land question."

And how wrong he is!

Regardez-vous le situation: Mister Neville Chambermaid, the Prime Mizzler, fresh from his masterly blunderings in foreign policy and with the reek of the Sandys Case still hovering around his vicinity, goes to

Kettering and seeks to distract public attention from his foozling in foreign affairs with a pronunciamiento on the Government's home policy, choosing as his topic the problem of food production on British soil. (And if that isn't what our town secretary dismisses as "the land question," what is?)

Says Neville, in effect, speaking authoritatively for the Government: We have considered the problem of the home production of food, and we give it up as a bad job. We just can't make the grade and we don't propose to do anything about it. So those who thought we were the answer to the British farmers' prayer have another think coming.

Immediately food production becomes a first-class political issue equally important to the consumer and the producer. Every newspaper in the land has headlines and leading articles on the subject. No responsible paper dares to support the P.M.'s attitude. Revolt springs up in his Party. Interested organisations summon special meetings of protest and deputations queue up on the P.M.'s doormat. The P.M. himself is forced to make explanatory statements beginning with that fatal, prestige-destroying phrase: "Well, what I really meant was . . ."

And bang at this psychological moment comes the Labour Party's marvellous penny production, "Your Britain No. 3," telling in compelling phrases and graphic pictures that Labour has a practical policy for the full utilisation of the land of Britain; that food production to the land's utmost capacity is the keynote of that policy and that its aim is an abundance of good, cheap food for all.

"Your Britain No. 3" is hot news! Properly handled it can sell by the million in the towns as well as in the villages. Grab your supplies while they last and advertise them as

"Labour's Reply to Chamberlain's No-Food Policy." Help yourself to the profits and do not leave this first-class issue and this grand piece of constructive propaganda entirely to the rural areas.

If you want sales by the thousand instead of merely by the dozen, here is a good tip from one of the so-called "Backward areas" — an out-of-date phrase denoting on the part of its user a superiority for which there is no reason and a lack of knowledge of the present-day activity of the Movement in rural Britain.

This scheme has been worked in the villages, but will work equally well in towns if you substitute the word "street" wherever the word "village" appears in the next few paragraphs.

The Party chooses a village and finds out how many houses there are in it. Precisely that number of "Your Britains" are neatly folded in three with the tip of a duplicated letter sticking out from the top of each. The sales squad takes the bundle to the village and delivers one copy to each house without comment.

The letter which is so shyly protruding from between the bright covers reads something like this:

"We are leaving you this copy of "Your Britain," No. 3, with the compliments of the Livewire Divisional Labour Party.

"This striking booklet has been issued by the Labour Party to show you that we have a practical and common sense policy for the great agricultural industry, and that our policy will benefit the whole nation as well as those who get their living from the land.

"We invite you to read the publication right away. We are calling back again in about an hour after delivery, and if you would like to keep the booklet it will cost you one penny. If you feel you do not want to buy it, please hand it back to the caller.

"We also have a few copies of earlier issues—"Your Britain," No. 1, which deals with Labour's Immediate Programme, and No. 2, which deals with Labour's great plan for secure world peace. Both are beautifully illustrated

and over a million have been sold. If you care to have them they are also only one penny each.

"By the way, we are holding a meeting in the village on Tuesday of next week at 7.30. Please come along and hear more about Labour's plan for a better Britain in a world at peace.

Yours sincerely,
Livewire D.L.P."

After delivery, the sales squad at once retrace their steps and call wherever they have delivered a copy, collecting either the pennies or the retrieved copies, leaving a few leaflets on the second call. Results have been amazing and the beauty of the scheme is that whether the people buy the pamphlet or not, they read it; the name and influence of the Labour Party gets right into every home in the place and everyone is notified of the coming meeting.

A sound scheme, it seems to me. Give it a trial.

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THE PARTY AT WORK

It is announced that the Labour Party proposes holding a campaign from September 17th to 25th inclusive for the purpose of recruiting membership to the Labour League of Youth and the establishment of branches of the League where none exist at present.

A point that will be stressed (we have stressed it often) is that the formation of branches is the responsibility of the adult membership of the Party; that it is, in fact, the duty of the Party to form Youth Sections rather than to allow Youth Sections to form themselves.

A series of large central demonstrations will be run in connection with the campaign, and additional leaflets and posters are to be issued. One idea has been the issue of a special rd. flag for personal wear during the week, though at the moment a decision on the point has not been made.

We note that the local training classes scheme which, as stated in our last two issues, was engaging the attention of the Party, has now been carried a stage further by an invitation which has been extended to Party Agents to become tutors under the scheme.

The Study Course training scheme is to be developed to include an ancillary service of practical classes for Party officers and members. The classes are to be conducted by Agents and other competent persons, and the idea is that these practical courses will each consist of a series of three or four classes at weekly or fortnightly intervals. Local Parties may expect a communication on the subject shortly.

The Labour Party circular urging local correspondents to use their constituency number on documents, and our own emphasis on the matter, appears to have borne fruit, for an increasing number of Parties now refer to their constituency by number.

Cardiff South has printed its number on the Party letter-heading, and this is a practice which might well be generally followed.

The Labour Party in a circular sent out to new Secretaries emphasises a matter on which the "L.O." has frequently had something to say. The circular says:—

"Correspondence from 'outside organisations' should not take precedence over Party business, and correspondence, as such, should not take up too much time. We can assure you that the experience of many of our most efficient and effective Party organisations proves that if this course is pursued, the business of Party meetings will be considerably expedited.

"An ever-growing Party organisation is bound to involve a large amount of correspondence. When this comes to be considered at Executive, Committee or Section meetings, unless it is properly organised, much valuable time may be wasted. You will find it a useful procedure to read all correspondence before the meeting that has to consider it, to mark the salient points involved in each communication, so that you may be able to summarise the essence of each matter under discussion. Important letters should be read to the meeting in full, but letters of minor importance should be left until the item 'Other Business' is reached on your agenda."

As we go to press the Labour Party's "Farming and Food" campaign is getting into stride. Longer notice might however, be given of these campaigns, for in many rural areas Party meetings are infrequent, and special central meetings are welcome or successful.

The supporting literature of the campaign is up-to-date and forceful.

In the Eye Division of Suffolk the locals have sold 2,000 copies of "Your Britain" No. 2 since March, and are

now starting on "Your Britain" No. 3, anticipating even better results.

Party members in the Eye Division (which is a large and difficult area to cover, with a 14,000 majority against us) state definitely that they consider door-to-door sales of literature *the best form of propaganda* available to a Party with small resources.

In the Maldon Division of Essex, a small village with 90 houses was selected by John Taylor, Eastern Counties Organiser, and some comrades and a copy of "Your Britain" No. 3 delivered to each house (during the morning) with a letter stating that the occupier was invited to read "Your Britain" and either purchase it or return it when a member called back the same evening.

Thirty-nine copies were paid for out of the 90, which is a very high proportion, and all the others would have been read before being returned.

The champion seller of the London "Shock Brigade" of literature sellers appears to be Mrs. F. B. Curr, of Bromley. Door-to-door sales of all types of pamphlets have been a special concern of Bromley members under Comrade Curr's guidance, and 6,400 pamphlets have been sold in the past ten months; 67,000 leaflets have been distributed, in addition to their local paper.

This is one of the best divisional reports the Literature Department has ever received. If every Division did things on the same scale, the literature contribution to propaganda would be over four million pamphlets and forty million leaflets per annum.

And Bromley Division is *not* a Labour stronghold. There is a 27,000 adverse majority!

Another good report. Derby has sold 7,000 pamphlets in the past twelve months and distributed 37,000 leaflets since September.

Harry Stoddart, Labour Agent, Jarrow, reports a sale of 432 copies of "Your Britain" No. 2 *at one meeting* at Felling. Are there any better records than this for sales at a single meeting?

PREPAID ADVERTISEMENTS

Advertisements under this heading are inserted at the special rate of twenty-four words for 2s., and 6d. for each additional six words, or less. Cash must accompany order. Three insertions are charged at the rate of two-and-a-half. Rates for displayed advertisements gladly sent on application.

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Questions Answered Here

The Editor invites readers to send in queries of general interest on organisational and technical matters. Queries for which a reply is desired the same month, should reach us by 6th of the month.

Addressograph. Hand model; little used; £4. Box 2, The "Labour Organiser, Fernhill Heath, near Worcester.

PAID COLLECTORS

FOR AND AGAINST

The question of the employment of paid collectors has arisen many times during the Labour Party's experience of individual membership, and it has generally been conceded that there is so much difference between collecting membership subscriptions, and, say industrial insurance, that it is impossible to carry and keep membership economically on the system adopted by the insurance concerns.

The L.O. view has been that at some stage, early or late, voluntary collectorship in L.L.P.'s breaks down, or becomes too great a strain upon the Party workers. At that stage remuneration becomes justified, but the scheme adopted must conform to local needs. We have no objection to the appointment of full-time collectors, but places where membership is sufficiently concentrated to make their employment possible are few and far between. Employment of collectors generally means that the collectors collect in part from other collectors who are voluntary—a method we ourselves prefer to paying commission all round.

The Secretary and Agent of the Southampton Labour Party (Mr. A. Rose) has recently issued to his Party a memorandum on this subject and the following are some of his interesting conclusions:—

"For the purpose of the report Mr. Rose consulted with a number of membership secretaries, collectors, and Parties in other parts of the country having experience of full time collectors or payment of commission to voluntary collectors.

"It may be assumed that, with a paid collector, and the voluntary collectors freed for other work, the membership would increase. If not less than 15% of our supporters were organised as members in every Ward within 12 months, and such members paid an average of 3/7 per member our income from members' contributions would be £573 as against £363 in 1937, a difference of £209.

"Where collectors have been employed by the Party, a usual remuneration is £2 10s. per week, plus commission, equal to about £150 a year, and this amount would have to be offset against any increase resulting from the employment of a full time collector.

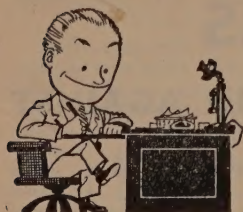
"It has to be considered whether it is physically possible for a full-time collector to collect our contributions. An examination shows that over 1,200 members have to be called upon every week, in addition to monthly and other calls.

"From enquiries amongst collectors and experienced Insurance Agents, it is estimated that the greatest possible number of calls that may be made are 15 per hour (4 minutes per call) where calls are close together. On this basis, 1,200 weekly calls at 4 minutes per call would mean 80 hours' work not taking into consideration monthly and other calls and "back calls" due to people being out.

"Experienced collectors say that monthly payments do not mean monthly calls, as all members do not pay on the same day, and, owing to "back calls" for various reasons a district has to be visited weekly even for monthly payments. On the other hand, the fact must be faced that substantial collections out of which a salary can be paid, are only possible where a high proportion of the membership pay monthly or at greater intervals, or where some of the collecting is done through sub-collectors. In some divisions practically all members pay monthly. A further point which suggests itself is, whether a full-time collector should act as membership officer and organise voluntary collectors whilst perhaps doing some collecting himself. So far as it has been possible to obtain information, this indicates that such a scheme is not successful.

"In Carlisle for example, where such a scheme was tried, the agent says that as a result voluntary helpers ceased to

(Concluded on page 147)



BRIEF, BRIGHT and BROTHERLY ANSWERS

J.S. (Pontefract).—You must not use an unlicensed car on polling day for any *other purpose* than conveying voters to or from the poll. No, it may not be legitimately used even for "running the candidate round." The present privilege is one which we believe would not commend itself to the legislature today, and it ought not to be abused, and thus become an object of attack. Generally it is the *poor* motorist who docks his car and doesn't licence it. *Verb sap.*

Joan E.—We published a virtually complete list of local Labour newspapers in our issues for January and February this year. Doubtless many of the editors would be glad of the service you suggest, but, unfortunately, hardly any of them could pay. There really is no money in Labour journalism. Further, there is a simply exasperating and unnecessary dissimilarity of get-up, size, publication dates, etc., so that syndicated stuff has no field. We lose as a consequence. If you *will* try, begin with short, signed communications with a kick. Dare, in 1938, to be a heretic, and write up Socialism!

Joan E.—Your second question is hardly appropriate for us. Typewriter copyists charge 10d. to 1s. per 1,000 words. Why not learn to type? Your "style" may be improved by a correspondence school, but beware of sharks. You can learn a lot from such a publication as "The Writers' and Artists' Year-Book" (3s. 6d.), which is no newcomer. But don't cultivate a "literary" or somebody else's style. Be yourself, be natural. As with beauty, that which is fresh, and not artificial, pleases best. Lastly, above all (pardon us if we are brutal), be original. In every walk of life the world today is looking for *something new*. If you've nothing fresh to say, don't say it!

S. (Carlisle).—It is quite true. A voter may (in places) remove from the East to the West Coast of Britain and yet retain his vote. This "privilege" is reserved for County Division dwellers, and it only exists up your way. By the Representation of the People Act, 1918, "successive" qualification may be claimed on removal from one County Division into *any* constituency of the Parliamentary County or "Parliamentary County contiguous to that . . . county." Some Parliamentary "counties" are mighty big and in the North of England, and in Scotland, an immense removal may be made without loss of qualification. And why not?

Parliamentary borough voters have not generally so wide a field in which to roam. The administrative County of London, by the way, is treated as one constituency for the purpose of "successive" qualification. That gives four counties into either of which a voter may remove without loss: also any part of London.

— (Lancs.).—The Electors' Lists consist of (1) List A—i.e., a copy of the register in force. (2) List B—i.e., a list of newly-qualified electors; and (3) List C—i.e., a list of persons no longer qualified as electors.

It is usual to deliver List A in the new register to Agents immediately on publication in the middle of October, thus giving the Agent the use of the register (not, supposedly, for the purpose of saving him cost at the "November" elections) but to convenience him as long as possible and afford material to work with for the next register.

— (Lancs.).—Your second question raises a peculiar question. The Registration Officer is required by regulation to furnish copies of the "electors' lists" (for definition see above) to the recognised Agents of political parties, and if

he actually supplied the register to the wrong person there is a doubtful possibility of getting a fresh register. Where no registers were supplied to the party's Agent last October, and a "recognised Agent" has been appointed since, we think that, notwithstanding a plea that the Registration Officer "gave his free copies out eight months ago," there is a clear obligation upon him to supply copies now, along with Lists B and C.

Mac (Manchester).—We don't like to hear of local Labour Parties buying their supplies from the cheap one-price stores. After all, the goddess of these places is cheapness; cheapness and shoddy goods lower the standard of living. Needless goods, of which these shops stock abundance, do not raise the standard (as some might argue), but they encourage bad spending. Surely Socialists should see these morals. There are other avenues of life in which good money is earned; but they are none the less detestable.

C. (London).—*Pace*, old friend. Have the maggots of the Metropolis entered thy brain, too, that thou art fretful, jumpy, excitable and altogether sensational? 'Tis the way, we suppose, of provincials when they forsake the peace of the provinces for the lure of London, that they must promptly scatter their brains, on the principle, one concludes, that these are superfluous in London—there's so much brain power (of a sort) there already. Please don't again send me a sixpenny prepaid telegram on a Saturday night and demand a column reply (at double rates) on Sunday morning. We hope you didn't sleep till you got our 1½d. reply on *Tuesday* morning!

You are *not* under any peril at all for giving your Party a register marked up when acting as personation agent, to show who had voted and who had not. Section 4 of the Ballot Act forbids the disclosure of this information *before the poll closes*; though it forbids the disclosure at any time of *how* a person voted.

Therefore, go and do it again—use the register, we mean, not tempt us to telegrams.

XX. (Burton).—So you know where free beer is to be obtained at every election, and all day at that? Please be good enough to write, sending the address (in absolute confidence) to the Editor. Also please mention when the next election takes place, and send the fare.

M.E. (Stoke).—All Party funds, notwithstanding that there may be several Secretaries and temporary Treasurers of this and that Committee or Fund, ought eventually to go through one final book-keeping channel. You really must try and co-ordinate all these ventures. Your Party needs a book-keeper to put it right and to lay in a good book-keeping system. Over-elaboration may, however, break down in our sort of movement.

J.S. (Plymouth).—The numbered sheets are known as "Polling Sheets." They can be obtained at 3d. each (50 for 8s.) from T. Summerbell, printer, 10, Green Street, Sunderland, who supplies other election requisites.

(Concluded from page 145)

function and argued that a man was paid to collect. Members also ceased to pay and after a time membership dropped. Swansea, Watford, and Leicester Parties have all had experience of full-time collectors and all agree that the results have been most unsatisfactory from a financial point of view. Woolwich is an outstanding example of a successful scheme, where two full-time paid collectors have been employed for some years. It has not been possible, however, to find other Parties with similar experience.

"An alternative scheme which appears to have met with success in some towns is the payment of a commission of about 20% of contributions collected. In Newport (Mon.) where the scheme appears to be quite successful, about 20 collectors organised from the centres collect all the contributions. This scheme seems to overcome the difficulty of collecting in Wards where collectors cannot be found. Not all towns, however, find it possible to get sufficient suitable collectors on this basis. In the application of such a scheme to Southampton consideration would have to be given to the 25% of contributions now retained by Ward Associations."

Mr. Rose's report is against the employment of collectors in Southampton, where his figures show the scheme would produce a loss of £100 in the first year. Mr. Rose also anticipates reaction on the part of voluntary workers, if paid collectors were employed, but like ourselves he deplors the lack of ascertainable evidence on this subject.

THE LABOUR ORGANISER

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